



WXYZ

ORDER

Print Date 10/02/12

Page 1 of 4

Flight Dates **09/25/12-10/01/12**

Contract / Revision **311831 /**

Original Date / Revision
09/20/12 10/01/12

Advertiser **Protect Working Families**

Agency **Hamburger Company**

Buying Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Product

Protect Working Families

Agency Com 15%

Billing Contact

**5505 Connecticut Avenue NW - #21
Washington, DC 20015**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1649**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
-------------------	--------	------------	----------

Dave Lombardo	100%		
---------------	------	--	--

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	73	\$79,517.50	\$93,550.00	0.00	08/27/12	09/30/12	73	\$79,517.50	\$93,550.00
October 2012	14	\$14,875.00	\$17,500.00	0.00	10/01/12	10/01/12	14	\$14,875.00	\$17,500.00
Totals	87	\$94,392.50	\$111,050.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/25/12	10/01/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11111--			5		\$200.00		0.00				
N 2	WXYZ	09/25/12	10/01/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11111--			5		\$700.00		0.00				
N 3	WXYZ	09/25/12	10/01/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00



WXYZ

Print Date: 10/02/12

Page 2 of 4

Contract / Revision 311831 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/20/12/ 10/01/12

Order Sep 00:20:00

Advertiser Protect Working Families Product Protect Working Families Estimate # 1649

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	09/25/12	10/01/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$1,600.00	FX	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--			5		\$1,600.00		0.00			
N 4	WXYZ	09/29/12	09/29/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-			1		\$500.00		0.00			
N 5	WXYZ	09/29/12	09/29/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-			1		\$900.00		0.00			
N 6	WXYZ	09/29/12	09/29/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$700.00	P-2	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-			1		\$700.00		0.00			
N 7	WXYZ	09/30/12	09/30/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S			1		\$900.00		0.00			
N 8	WXYZ	09/30/12	09/30/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	2	\$900.00	FX	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S			2		\$900.00		0.00			
N 9	WXYZ	09/25/12	10/01/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	12222--	:30	9	\$800.00	P-2	0.00 NM	9	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	12222--			9		\$800.00		0.00			
N 10	WXYZ	09/25/12	09/28/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	-1111--	:30	4	\$800.00	P-2	0.00 NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-1111--			4		\$800.00		0.00			
N 11	WXYZ	10/01/12	10/01/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	1-----			1		\$800.00		0.00			
N 12	WXYZ	09/25/12	09/28/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-1222--	:30	7	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-1222--			7		\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>	
2	WXYZ	09/25/12-10/01/12		M-F 11a-12n		11am-12pm M-F	-TWThF----	:30		(\$1,000.00)		0.00	NM	
Unresolved [n/a political.....mt]														
6	WXYZ	09/25/12-10/01/12		M-F 11a-12n		11am-12pm M-F	-TWThF----	:30		(\$1,000.00)		0.00	NM	
Unresolved [n/a political.....mt]														
N 13	WXYZ	10/01/12	10/01/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	2-----	:30	2	\$1,000.00	P-2	0.00 NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	2-----			2		\$1,000.00		0.00			



WXYZ

Print Date: 10/02/12

Page 3 of 4

Contract / Revision 311831 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/20/12/ 10/01/12

Order Sep 00:20:00

Advertiser Protect Working Families Product Protect Working Families Estimate # 1649

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WXYZ	09/25/12	09/28/12	12-1pm M-F 12-1pm	CM	12-1pm	- 1111 - -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- 1111 - -			4		\$1,000.00		0.00				
N 15	WXYZ	10/01/12	10/01/12	12-1pm M-F 12-1pm	CM	12-1pm	1 - - - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	1 - - - - -			1		\$1,000.00		0.00				
N 16	WXYZ	09/25/12	10/01/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11111 - -	:30	5	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11111 - -			5		\$800.00		0.00				
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1		WXYZ	09/25/12-10/01/12	M-F 1p-2p	1-2pm M-F		MTWThF - - - -	:30		(\$800.00)	0.00	NM			
Unresolved															
[Technical Error / Off Air]															
N 17	WXYZ	09/25/12	10/01/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111 - -	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11111 - -			5		\$1,200.00		0.00				
N 18	WXYZ	09/26/12	09/28/12	5p News 5-6pm M-F	CM	5-6pm M-F	- - 1- 1 - -	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- - 1- 1 - -			2		\$1,800.00		0.00				
N 19	WXYZ	09/25/12	10/01/12	6p News 6-630pm M-F	CM	6-630pm M-F	11- 1 - - -	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11- 1 - - -			3		\$2,000.00		0.00				
N 20	WXYZ	09/25/12	10/01/12	7p News M-F 7-730p	CM	7-730pm M-F	11111 - -	:30	5	\$2,000.00	FX	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	11111 - -			5		\$2,000.00		0.00				
N 21	WXYZ	09/30/12	09/30/12	Early News Su Su 6-630p	CM	6-630pm Sun	- - - - - S	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- - - - - S			1		\$1,400.00		0.00				
N 22	WXYZ	09/26/12	09/26/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	- - 1 - - - -	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- - 1 - - - -			1		\$2,500.00		0.00				
N 23	WXYZ	09/27/12	09/27/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	- - - 1 - - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	- - - 1 - - -			1		\$4,000.00		0.00				
N 24	WXYZ	10/01/12	10/01/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	1 - - - - -	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	1 - - - - -			1		\$4,000.00		0.00				
N 25	WXYZ	09/26/12	09/28/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M--	- - 1- 1 - -	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 10/02/12

Page 4 of 4

Contract / Revision **311831** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Protect Working Families** Product **Protect Working Families** Estimate # **1649**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N25	WXYZ	09/26/12	09/28/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-- 1- 1- --	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-- 1- 1- --					2	\$750.00		0.00			
N26	WXYZ	09/25/12	10/01/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$400.00	FX	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	11111--					5	\$400.00		0.00			
N27	WXYZ	09/29/12	09/29/12	SA 1130p-1230a Sa Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-					1	\$250.00		0.00			
N28	WXYZ	09/29/12	09/29/12	SA 1a-2a SA 1a-2a	CM	1am-2am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-					1	\$175.00		0.00			
N29	WXYZ	09/30/12	09/30/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$1,000.00		0.00			
N30	WXYZ	09/30/12	09/30/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$250.00		0.00			
N31	WXYZ	09/30/12	09/30/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$175.00		0.00			
N32	WXYZ	09/25/12	09/25/12	Tuesday Prime B Tuesday Prime B	CM	9-10pm Tuesday	-T-----	:30	1	\$7,500.00	P-4	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-T-----					1	\$7,500.00		0.00			
N33	WXYZ	09/27/12	09/27/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	---T---					1	\$4,000.00		0.00			
N34	WXYZ	09/28/12	09/28/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	----F--					1	\$3,000.00		0.00			
N35	WXYZ	09/29/12	09/29/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S-					1	\$3,000.00		0.00			
N36	WXYZ	09/30/12	09/30/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$7,000.00	FX	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-----S					1	\$7,000.00		0.00			
													Totals	87	\$111,050.00